

Aug. 5, 2004

JULY ESTIMATED NON-CONSOLIDATED
MONTHLY SALES OF ITO EN
(FOR THE FISCAL YEAR ENDING APRIL 30, 2005)

The estimated non-consolidated monthly sales of ITO EN is released as below.

< Monthly : July 1, 2004 ~July 31, 2004 >

< Total : May 1, 2004 ~ July 31, 2004 >

(YOY % Change)

		Sales Base		Volume Base	
		Monthly	Total	Monthly	Total
Total Sales		25.0	16.6		
Tea Leaves		-8.4	-4.4		
Drinks		28.6	19.1	28.3	18.3
Breakdown of Drinks	Japanese Tea	39.4	24.0	37.3	22.2
	<i>Oi Ocha</i>	32.9	25.7	31.4	23.8
	Chinese Tea	16.2	8.6	14.5	7.1
	Vegetable	8.7	13.9	10.3	15.3
	Fruit	13.4	-5.2	17.6	-1.6
	Coffee	5.5	15.7	3.1	12.7
	Black Tea	14.4	15.2	11.1	13.8
	Functional	39.9	35.3	45.6	41.1

Note 1: Volume Base of Tea Leaves is not disclosed because it is impossible to account for the numerous different types of packaging material used for Tea Leaves based products.

Note 2: Amounts are estimated and therefore may vary from actual figures.